

# request for proposals exploring the value of prevention

## Important Dates

Informational Call:

Thursday, May 31, 2018

1:00-2:00pm (PST)

Click to: [Join WebEx meeting](#)

Dial-in #: 1 800.948.1333

Access Code: 928 760 537

Proposals Due:

By 5:00pm (PST), Thursday,  
June 28, 2018

Notification of Grant Awards:

September 2018

Grant Start Date:

October 2018

## Contact Information

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Grants Team

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## 1. Background

**Blue Shield of California Foundation's Mission:** To build lasting and equitable solutions that make California the healthiest state and end domestic violence.

Today, many of the strategies and investments that seek to improve health and end family violence are not designed to reflect the complexity of families' and communities' needs or experiences. They often narrowly focus on single conditions or single interventions, and over-rely on changing knowledge, attitudes, behaviors, and skills, while ignoring root causes and the systemic changes needed to address them. Few approaches are implemented at

scale, and many are subject to disinvestment when public budgets become constrained or when narrow definitions and measures of value are applied.

In the future, greater investment is needed in strategies that promote strong families, healthy relationships, and community health and well-being, and those that intervene on risk factors that could lead to poor health and family violence. Greater investment is also needed in strategies that address the root causes of poor health and family violence, reflect individual and cultural identities, and recognize the dynamic interactions that occur between individuals, families, peer networks, and community environments.

As part of our *Designing the Future of Health Initiative*, Blue Shield of California Foundation is soliciting proposals that will seek to answer the question: ***What will it take to generate sustainable investments in strategies that produce health and well-being and end violence?*** The desired outcomes of this work are to demonstrate the value of these investments and to grow the amount, sources and consistency of funding dedicated to them. This could be achieved through using existing resources more creatively, developing innovations in financing, and engaging new investors across the nonprofit, business, and government sector.

Proposals should seek to address one or more of the key challenges and questions below (or set forth an alternative challenge or question related to this broad theme) and a proposed method for addressing it:

- 1) Families' and communities' needs and experiences related to health and violence are complex, yet defining and measuring value often narrowly focuses on the impact of single interventions using economic methods like cost-benefit or cost-effectiveness analysis.
  - *What are ways of defining and/or measuring value that reflect the more complex and interrelated set of investments, interventions, and outcomes needed to achieve change?*
  - *What are ways of measuring value that go beyond "dollars and cents" to capture broader social benefits such as human capital, fairness, social connection, and community well-being?*
- 2) Addressing the social determinants of health is critical to producing health and well-being and ending violence, yet sector-based funding silos and categorical funding structures inhibit use of existing dollars for people and community-centered strategies.

- *How should value be defined and measured in multi-sector strategies, particularly if investments made in one sector produce positive benefits for another sector (i.e. wrong pockets problem)?*
  - *Are there new financial structures or policies that could help braid or blend resources, either across sectors in local or state government or between government and the private sector?*
  - *Are there new financial structures or policies that would distribute resources and measure value with a focus on populations or communities demonstrating the greatest need?*
- 3) The outcomes of investments in producing health and well-being and ending violence are often realized over a longer time horizon—ranging from 5-20 years—yet many public and private investors and the constituents they serve are seeking outcomes in time horizons of 1-3 years. Annual budget cycles and contracting processes reinforce this expectation.
- *How do we generate belief or will to invest in these strategies given this longer time horizon for outcomes?*
  - *How do we overcome “present bias” and the trade-offs people and policymakers make between the present and future? How does inequity or vulnerability influence or get reinforced by this kind of decision-making?*

## 2. Use of Funds

Applicants should propose use of funds that is best suited to the challenge they are trying to address. Potential activities could include but are not limited to:

- Research on new definitions, methods, and models for articulating, creating, and demonstrating value
- Design and/or testing of new models
- Convenings that reflect on the “state of the field” and chart future directions
- Community engagement
- Policy research and development
- Message development and testing

- Other

*Note: Projects that focus on demonstrating the value of single interventions will not be considered for funding.*

**For more information about what the Foundation does not fund, please visit our FAQs page:** <https://www.blueshieldcafoundation.org/grants/faqs>

### 3. Grant Size and Term

**Grant Size:** Average grant size could range from \$50,000-\$250,000, depending on the project scope. The proposed budget should correspond to the proposed activities and outcomes. Proposals that represent the first phase or planning phase of a larger project could be considered; funding for subsequent phases is possible but not guaranteed.

**Grant Term:** 12 to 24 months, starting 10/01/18

### 4. Proposal Evaluation

Strong proposals will:

- Articulate a critical question or challenge related to the value of prevention and a clear strategy for addressing it
- Generate will, evidence, and/or innovations that will advance prevention practice and policy change
- Focus on strategies that promote strong families, healthy relationships, and community well-being and/or strategies that intervene on risk factors that could lead to poor health and family violence
- Focus on strategies that address the root causes of poor health and family violence, reflect individual and cultural identities, and/or recognize the dynamic interactions that occur between individuals, families, peer networks, and community environments

- Focus on the needs, experiences, assets, and aspirations of vulnerable communities and lead to improved outcomes in their health, well-being, safety, and equity
- Build upon the best of what we know today, challenge conventional wisdom, and contribute to new knowledge, thinking, and practice that can shape future directions
- Engage a range of perspectives, including interdisciplinary thinking and partnerships

## 5. How to Apply

1. If you or someone in your organization **have** previously applied for funding in our Fluxx system, follow the instructions below using your existing login credentials.
  - o Click [here](#) using **Google Chrome** internet browser (download Chrome [here](#))
  - o Login using your existing user name and password
  - o Click [here](#) to reset your password **only if needed**
  - o Click [here](#) to download grantee portal instructions on how to apply – once you are in the grantee portal you will select **“Respond to RFP”** under “Apply”
2. If you **have not** previously applied for funding with the Foundation in our Fluxx system, follow the instructions below to register and receive login credentials.
  - o Click [here](#) using **Google Chrome** internet browser (download Chrome [here](#))
  - o Click on the button **“Exploring the Value of Prevention”** on the right side of the page
  - o Complete registration
  - o You will receive a “New User Information” email with login credentials within 24 to 48 hours;
  - o Follow email instructions to access the grantee portal; once you are in the portal, click on “Drafts” and select the proposal template that is visible

For technical assistance contact: [grants@blueshieldcafoundation.org](mailto:grants@blueshieldcafoundation.org)